



## Front View Of New Store On Highway 75 North, Sherman

## K mart Opens In City Thursday

The first K mart discount department store in Sherman will open 74 more before the year nationally advertised products and tapes. Several boys will be chairman, Robert E. Dewar, located on U.S. Hwy. 75 North. New expansion program in 1973 factors always policy, will be tenancy and parts replacement selling top-quality merchandise at Peyton. The new unit is beyond expects to open approx. a discount department store in service.

Its pricing policies," Boldman says. "It's managed by Howard D. Mart 100 units.

Sherman officials and top ex-said

The Sherman K mart will be exclusive of the Kresge Company. Following are highlights of the placement of the department and mugs. The store will also carry major appliance feature a full-line sporting goods.

Expansion of its K mart immediately before opening. It sets washing machines and re-shares bar with booth seating chain in the state. The 44th and 45th K marts will open in Texas areas are expected to partner furniture; building tools, and den will be given full attention.

Later in November in Richardson, in the grand opening police supplies, floor coverings, department when the new K mart

will be open to the public. The K mart will have a come. The first K mart opened in a

K-marts in operation in the Unit-lot there should be no longs-pie automotive center with a suburb of Detroit in 1962. Kresge's former chairman, Harry B. Cunningham, and its present management - training program, mart discount department in 1957 in Poughkeepsie, N.Y. stores sell only first quality. He was promoted to the management of his first store nationally advertised products 1964 - A Kresge variety unit in at low prices including full lines Ponce, Puerto Rico. of fashions, appliances and discount department stores. From 1968 as co-manager of the snack bars and enclosed garages in Marietta, Ga. He then den shop.

Cunningham was asked to sit in on the Board of Directors' meetings and in 1956 was made a director.

In 1957, a new executive post was created in the company and given to Cunningham - general vice president. His job was, basically, to increase the profitability of the Kresge Company by finding new horizons. After two years of study he was certain discounting was that new horizon for the Kresge Company.

He was elected to the presidency in 1959. Two years later

young assistant sales director he was responsible for launching a new retail division-mail order.

Cunningham that there were eight items he wanted, available in the larger Kresge stores,

but not in that store located in a fashionable suburb of Detroit.

Cunningham persuaded the first K mart discount department store in Sherman on that day, he drove downtown U.S. Hwy. 75 North of Peyton obtained all eight items and has employed approximately 150 personally delivered them to local residents, announced Manager Howard D. Boldman today.

The transaction involved only one customer to leave the list. Later additional employees will be pennies - all considered a loss added to the K mart staff due to what Cunningham did after delivering the eight items to the 150 K mart, Kresge and customer is the key to his and the Jupiter stores operated by the Kresge Company's philosophy.

S. S. Kresge Company head ph-

quartered in Troy, Mich., and bounded 73 years ago.

Cunningham considered an incident opportunity. He asked the store's sales people to question customers each day and note the items they wanted but could not find. Each evening he made a list of the goods and used it as a guide for ordering more stock.

The variety of merchandise that resulted gave the store a

good look for a small dimension.

An additional note of interest - but the store's sales more than doubled the first year

of service, after one year there are entitled to Cunningham was there

enroll in the Kresge stock plan. The results - a store tailored

to its customers and a manager

whose assignment - study out just the risk involved for the pers were right. Public accep-

tance of the new company each month. There were delays and even

disappointments in the beginning. It was one of the most

successful businesses Kresge's approach would be if opened in a suburb of Detroit

the resulting in America's largest firm of other mass merch on March 1, 1962.

During Cunningham was well-enthusiastic. Discouraging would shortly after the store opened

in 1962, but after spending six months, said Cunningham, it was obvious Cunningham's in

ways, 1962 and 1963, as someone did it with top quality formation and insight into the tempest sporting goods, come television, swimming pools, health and beauty preparations.

But does also want to save money. So perhaps send their

children to college, buy a vacation home or take a trip to Europe. K mart's discount prices on quality merchandise make it

possible for them to own the fine things they want and still have a savings program in their budget.

Cunningham's two-year study of modern retailing also showed that most customers were willing to wait on themselves. In fact, they were used to it from grocery supermarket shopping. Most customers also preferred self-service to waiting for someone to show them the merchandise, explained Cunningham. However, at all K marts service is available to those shoppers who need it.

There were other facts in the survey, but these were, in Cunningham's opinion, the most important.

And the Kresge Company already had the one other ingredient to make the K mart venture successful - experienced personnel. The Kresge organization was our ace in the hole," Cunningham stressed. "I knew that our people would undertake any kind of new venture and perform admirably."

Time has proven Cunningham's appraisal of consumer wants and the Kresge organization correct. Over 550 K mart discount department stores are now in operation in the United States, Canada, Puerto Rico and Australia. And some 100 new K marts will be built in 1973.

Today, Cunningham, the creator of K mart, is a Kresge director and chairman of the firm's executive and finance committee.

## Teninga Vice Chairman

W. B. Teninga is Vice Company president - Hols development of the Australian

subsidiary and the firm's chief K mart Enterprises Inc. Royal Teninga is a graduate of the Royal University of Michigan and has

joined Kresge's executive team. He was close past State University

in 1962, as assistantly involved in the creation and

management of the firm's Western Region. Previously he had spent six years in the company's real estate department

including two years as manager of Kresge's West Coast real estate office. He was instrumental in the initial development, expansion and promotion of Kresge's Western Region stores.

In 1965, Teninga was promoted to manager of the Western Region and served in that capacity until 1966, when he was appointed Director of Corporate Growth. He was elected vice president corporate growth in 1968. Teninga was elected a member of Kresge's Board of Directors in June 1970, and an executive vice president in February, 1972. He was elevated to vice chairman in April, 1972.

Teninga is also on the Board of Directors of three Kresge



W. B. TENINGA

### First K mart Opened In '62

The first K mart discount department store opened in a suburb of Detroit, Mich., in March 1962, and 17 other stores opened during the same year.

In 1965, the S. S. Kresge Company, which owns K marts, acquired former licensee Holly Stores, Inc. of New York City operators of women's and girls ready-to-wear departments in K marts.

Sebastian S. Kresge, the company's founder, died in 1966 at the age of 99, the same year when sales reached a record \$1,090,181,000. The number of K mart discount department stores totaled 162.

**The New Sherman K mart  
Opens Tomorrow,  
Thursday, Nov. 16th,  
9:00 A.M.**

management - training program, mart discount department in 1957 in Poughkeepsie, N.Y. stores sell only first quality. He was promoted to the management of his first store nationally advertised products 1964 - A Kresge variety unit in at low prices including full lines Ponce, Puerto Rico. of fashions, appliances and discount department stores. From 1968 as co-manager of the snack bars and enclosed garages in Marietta, Ga. He then den shop.

**STORE MANAGER** at the new K mart store in Sherman is Howard D. Boldman, pictured here in the store which will open Thursday.

## Complaint Set Theme

Harry B. Cunningham is a director and chairman of the executive and finance committees of the S. S. Kresge Company.

He is a native of Home Camp, Pa. He entered Kresge's management - training program in Lynchburg, Va., after spending a year as a reporter for a daily newspaper in Harrisburg, Pa.

He became a store manager in 1940.

A seemingly trivial incident that year, while the Kresge Company was still in the dime-store business, started a chain of events which resulted in the meteoric rise of Cunningham.

A customer complained to success began when he was promoted to assistant sales director at the company's headquarters in Detroit. Cunningham proposed that Kresge experiment with the checkout system which had gained great popularity with the public in grocery supermarkets. Kresge management approved the idea.

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From 1956 through 1946, he worked in the field supervising and guiding a number of stores.

In 1951, his spectacular rise to success began when he was promoted to assistant sales director at the company's headquarters in Detroit. Cunningham proposed that Kresge experiment with the checkout system which had gained great popularity with the public in grocery supermarkets. Kresge management approved the idea.

The first step in his rise to the presidency in 1959. Two years later young assistant sales director he was responsible for launching a new retail division-mail order.

Cunningham became the final step in his rise to chairman and president - chairman and president until 1970. Following the company's 50th Annual Meeting in June, he resigned as president. He stepped down from the chairman's post in 1972. He remains a director and chairman of the firm's executive and finance committees.

At the close of 1971, Kresge sales exceeded \$3.1 billion. There were more than 1,120 stores in operation - K mart, Kresge and Jupiter in the United States, Canada, Puerto Rico and Australia.

The Kresge Company owns controlling interest in K mart (Australia) Limited, has a Canadian subsidiary S. S. Kresge Company, Ltd., a sporting goods and automotive subsidiary, K mart Enterprises, Inc. and a ready-to-wear subsidiary, Hoy Stores, Inc.



Well-Stocked Appliance Department